

## **ABSTRACT**

**CREATIVE PROJECT:** Using the Relationship Management Theory to Create an Internal Communications Plan for Mergers or Acquisitions

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A merger/acquisition is a potentially disruptive time for an organization. This creative project presented an in-depth literature review related to the internal communications needs of a corporation engaged in a merger/acquisition. Following this review, an online survey of employees currently working for a Midwest company undergoing a merger/acquisition was distributed to gauge employee reactions to the types of communication used during this process and collect information on what types of communication employees prefer. Results suggest that a corporation must pay attention to not only the legal and financial aspects of the merger/acquisition, but also to the employee-related concerns that may emerge. Evidence presented within the scholarly research explains the ways in which a comprehensive internal communications plan can be used to address the informational needs of employees while maintaining relationship integrity. Together, survey results and a review of current research were used to formulate an internal communications plan and define the goals, objectives, strategies, and tactics necessary for its successful implementation. Developing a communications plan that empowers leaders to focus on two-way communication and preserve relationships is necessary for an organization to emerge successfully from a merger or acquisition.